

ABSTRACT

It is an object of the invention to obtain an image having a better visual effect for the person who will view the visually processed image.

5 A visual processing device 910 comprises an output portion 914 and a transformation portion 915. The output portion 914 outputs a luminance adjustment parameter P2 based on a parameter P1 expressing the ambient light. The transformation portion 915 transforms a luminance of a target pixel based on the luminance
10 adjustment parameter P2 that is output by the output portion 914, a luminance of the target pixel to be subjected to visual processing, and a luminance of surrounding pixels positioned in an area around the target pixel.